April, 1991

Broad Guidelines Governing Warning
Box and Tar and Nicotine Disclosure

PRINT

Warning Statement is determined by subscription cover date.

This category includes the following items:

- newspapers
- magazines
- other periodicals
- free-standing inserts and other similar items.

POINT-OF-SALE

Warning Statement is determined by the date mechanical is scheduled to go into production.

POS under 36 square inches does not require a warning statement; however, it does require tar and nicotine disclosure.

If the POS is a permanent piece (ie: change mat, carton fixture etc...) it does not require tar and nicotine disclosure; however, it does require a warning box.

OUTDOOR

Warning Statement is determined by the date advertisement will be posted.

This category includes all advertising over 160 sq. feet.

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Source: https://www.industrydocuments.ucsf.edu/docs/yhgc0003

April, 1991

Surgeon General's Warning Statements

Statement A:

Smoking causes lung cancer, heart disease, emphysema, and may complicate pregnancy.

Statement B:

Quitting smoking now greatly reduces serious risks to your health.

Statement C:

Smoking by pregnant women may result in fetal injury, premature birth, and low birth weight.

Statement D:

Cigarette smoke contains carbon monoxide.

Rotation Plan

	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Generic/Private Labels	B	C	D	A

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The following tar and nicotine numbers have been approved for use in Private Label/Generic cigarette advertising. On an annual basis we are required to review the tar and nicotine values based on testing in Richmond. In June, I will provide you with the results of our testing so we can reflect any changes in tar and nicotine values in our advertising.

Tar and Nicotine
Values for Private Label/Generics

	Tar mg/cig.	Nicotine mg/cig.
Full Flavor Kings	16	1.2
Full Flavor 100's	16	1.2
Regular Lights Kings	10	0.8
Regular Lights 100's	11	0.8
Menthol Lights Kings	11	0.8
Menthol Lights 100's	11	0.8
Ultra Lights Regular King	6	0.5
Ultra Lights Regular 100's	6	0.5
Non-Filter	24	1.6

Only the brand style featured requires tar and nicotine disclosure unless other brand styles are referenced in text.

Example of Full Family Disclosure*

Ultra Lights: 6 mg "tar," 0.5 mg nicotine; Lights: Kings 10 mg "tar," 0.8 mg nicotine; Menthol & 100's 11 mg "tar," 0.8 mg nicotine; Full Flavor: 16 mg "tar," 1.2 mg nicotine; Non-Filter: 24 mg "tar," 1.6 mg nicotine av. per cigarette by FTC method.

*Only applies to **Best Buy, Genco, GPA, AAV** and **Basic.**
No-Frills and **F&L** would not include Non-Filter tar and nicotine.
Money Menthol would only include menthol tar and nicotine.
Gridlock would not include Regular Lights Kings, Menthol or Ultra Lights Kings tar and nicotine.

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Source: https://www.industrydocuments.ucsf.edu/docs/yhgc0003